

ABSTRACT OF THE DISCLOSURE

A system to enable authoring of content within an interactive television environment communicates, from a source system, television content to a receiver system, the television content to be presented to a user by the receiver system. Authoring data, associated with the television content, is also communicated from the source system to the receiver system. An authoring application is communicated from the source system to the receiver system, the authoring application being executable by the receiver system to enable the user to author content utilizing the authoring data. The authoring application may include messaging logic to enable the inclusion of the content in a message.